

To: Heller, Edmund G., Waechter, Liane, Evanchik, A E., Fricke, R H., McHugh, Michael, James, Douglas, Teeter, Gregory, Dejong, Fred, Richards, M, Van Sickle, R, Mitchell, Greg, Sirianni, Suzanne M., 1110 - Boston ROU (PROVENL), Keeney, David, Smith, Richard A., Brandt, Kevin E., Ferencak, Cynthia L., Gambardella, Mark R., Brown, Greg, 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICA), Kinney, W H., Klein, John F., 1300 - Philadelphia Region (SWEETD), 1310 - Philadelphia ROU (METZG), Loftin, Jerry R., Nunn, Stephen J., 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), Alese, Louann F., Cobucci, M J., Hasni, Amin S., Taylor, William M., Mcallister, George E., McGavin, Nate J., Casey, Robert A., Roth, Kari L., Laberge, David M., Chomko, Daniel, Weber, R L., Podnieks, David L., Green, Herbert K.

From: Kuruc, Nick

Posted: 9/16/97 14:04

Opened: 9/16/97 14:18

Subject: 4th Quarter Promotional Calendar

ROU Communication: Quick Chek Food Stores (0919-00-00)  
Wakefern Food - Primary supplier # 425769

Attached are 4th Quarter Promotional calendars.

*Quick Chek*

	Sales	Retail
1221		1222 25, 26
1222		1223
1223		1228 22, 26, 27
1224		1229
1225		ROM
1226	3	PC SC 56
1227		MC PA
1240		
1244		RSM RBM

*Wakefern*

	Sales	Retail
1221		1222 20, 21, 24, 25, 26
1222		1223 20, 27, 30
1223		1226 20, 21, 22, 24, 25, 26, 27
1224		1229
1225		ROM
1226		PC SC 56
1227		MC PA
1240		
1244		RSM RBM

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Wakefern Food Corporation - Shop Rite (ROU Access Primary supplier # 425769)			
RJR 3rd and 4th Quarter 1997 PROMOTION CALENDAR		UPDATED 9/16/97	
September		October	
<b>Accrual/Defense Program</b> Start Date <u>8/24/97</u> End Date <u>9/27/97</u> WINSTON \$2 Price Plus Program DORAL \$2 Price Plus Program	<b>Accrual/Defense Program</b> Start Date _____ End Date _____	<b>Accrual/Defense Program</b> Start Date <u>11/9/97</u> End Date <u>12/6/97</u> WINSTON \$2.50 Price Plus Program SALEM \$2.50 Price Plus Program DORAL \$2.50 Price Plus Program	<b>Accrual/Defense Program</b> Start Date <u>12/1/97</u> End Date <u>1/10/98</u> WINSTON \$2.50 Price Plus Program SALEM \$2.50 Price Plus Program DORAL \$2.50 Price Plus Program
<b>Value Added Promotion</b> Temp. Display Approved _____	<b>Value Added Promotion</b> Temp. Display Approved _____	<b>Value Added Promotion</b> Temp. Display Approved _____	<b>Value Added Promotion</b> Temp. Display Approved _____
<b>Doral or Forsyth Programs</b> Start Date _____ End Date _____	<b>Doral or Forsyth Programs</b> Start Date _____ End Date _____	<b>Doral or Forsyth Programs</b> Start Date _____ End Date _____	<b>Doral or Forsyth Programs</b> Start Date _____ End Date _____
<b>Other Programs</b> Start Date _____ End Date _____	<b>Other Programs</b> Start Date _____ End Date _____	<b>Other Programs</b> Start Date _____ End Date _____	<b>Other Programs</b> Start Date _____ End Date _____
<b>Contract Information</b> Varies by Shop Rite Member Store or Group. Retail Accrual Programs should be conducted in all independently owned Shop Rite Stores. <b>All Shop Rite</b> Stores receive the benefit of <b>Price Plus</b> in addition to any independently run Accrual Programs.			
<b>Chain Involvement on Specific Program or Promotion</b> Wakefern provides POS for carton sections, advertising Price Plus Program. Stores also make Price Plus signage. See store "sign maker" to have signs made.			
<b>RJR Manager</b> <u>Nick Kuruc</u> <b>Voice Mail #</b> <u>43778</u>		<b>Retailer</b> _____ <b>Date</b> <u>9/16/97</u>	

To: Heller, Edmund G., Waechter, Liane, Evanchik, A E., Fricke, R H., McHugh, Michael, James, Douglas, Teeter, Gregory, Dejong, Fred, Richards, M, Van Sickle, R, Mitchell, Greg, Sirianni, Suzanne M., 1110 - Boston ROU (PROVENL), Keeney, David, Smith, Richard A., Brandt, Kevin E., Ferencak, Cynthia L., Gambardella, Mark R., Brown, Greg, 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH), Kinney, W H., Klein, John F., 1300 - Philadelphia Region (SWEETD), 1310 - Philadelphia ROU (METZG), Loftin, Jerry R., Nunn, Stephen J., 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), Alese, Louann F., Cobucci, M J., Hasni, Amin S., Taylor, William M., Mcallister, George E., McGavin, Nate J., Roth, Kari L., Chomko, Daniel, Weber, R L., Podnieks, David L., Green, Herbert K.

From: Kuruc, Nick

Posted: 9/4/97 11:40

Opened: 9/4/97 11:40

Subject: Updated Promotion Calendar

*mjm*  
*R*

ROU Communication To Retail Reps:

Access all Shop Rite Stores with primary supplier # 425769

*[Signature]*

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# Wakefern Food Corporation - Shop Rite (ROU Access Primary supplier # 425769)

## RJR 3rd and 4th Quarter 1997 PROMOTION CALENDAR

UPDATED 9/4/97

September			October			November			December		
Accrual/Defense Program			Accrual/Defense Program			Accrual/Defense Program			Accrual/Defense Program		
Start Date	End Date		Start Date	End Date		Start Date	End Date		Start Date	End Date	
8/24/97	9/27/97	WINSTON \$2 Price Plus Program				11/2/97	12/6/97	WINSTON \$2.50 Price Plus Program	12/1/97	1/10/98	WINSTON \$2.50 Price Plus Program
		DORAL \$2 Price Plus Program						SALEM \$2.50 Price Plus Program			SALEM \$2.50 Price Plus Program
								DORAL \$2.50 Price Plus Program			DORAL \$2.50 Price Plus Program
Value Added Promotion			Value Added Promotion			Value Added Promotion			Value Added Promotion		
Temp. Display Approved			Temp. Display Approved			Temp. Display Approved			Temp. Display Approved		
Doral or Forsyth Programs			Doral or Forsyth Programs			Doral or Forsyth Programs			Doral or Forsyth Programs		
Start Date	End Date		Start Date	End Date		Start Date	End Date		Start Date	End Date	
Other Programs			Other Programs			Other Programs			Other Programs		
Start Date	End Date		Start Date	End Date		Start Date	End Date		Start Date	End Date	
Contract Information											
Varies by Shop Rite Member Store or Group. Retail Accrual Programs should be conducted in all independently owned Shop Rite Stores. All Shop Rite Stores receive the benefit of Price Plus in addition to any independently run Accrual Programs.											
Chain Involvement on Specific Program or Promotion											
Wakefern provides POS for carton sections, advertising Price Plus Program. Stores also make Price Plus signage. See store "sign maker" to have signs made.											
RJR Manager			Nick Kuruc			Retailer			Date		
Voice Mail #			43778						9/4/97		

To: Heller, Edmund G., Waechter, Liane, Evanchik, A E., Fricke, R H., McHugh, Michael, James, Douglas, Teeter, Gregory, Dejong, Fred, Richards, M, Van Sickle, R, Mitchell, Greg, Sirianni, Suzanne M., 1110 - Boston ROU(PROVENL), Keeney, David, Smith, Richard A., Brandt, Kevin E., Ferencak, Cynthia L., Gambardella, Mark R., Brown, Greg, Campo, Katherine A., 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH), Kinney, W H., Klein, John F., 1300 - Philadelphia Region (SWEETD), 1310 - Philadelphia ROU (METZG), Loftin, Jerry R., Nunn, Stephen J., 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), Alese, Louann F., Cobucci, M J., Hasni, Amin S., Taylor, William M., Mcallister, George E., McGavin, Nate J., Roth, Kari L., Chomko, Daniel, Weber, R L., Podnieks, David L., Green, Herbert K.

From: Kuruc, Nick

Posted: 7/25/97 9:53

Opened: 7/28/97 9:53

Subject: Updated Promotional Calendar

*R*  
*amzm*  
*1*

ROU Communication to Retail Divisions: Primary Supplier # 425769/Retail Segment SM

See attached 3rd & 4th Quarter Promotional Calendar

Note To Sales Representatives: Please be reminded that the Price Plus Program is in addition to Retail Accrual funds for Independent Shop Rites. You can continue to implement your own Retail Accrual Programs in these stores.

If you have any questions regarding this issue please call me at 800-258-7922 or voice mail 43778.

*M*

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Wakefern Food Corporation - Shop Rite (ROU Access Primary supplier # 425769)			
RJR3rd and 4th Quarter 1997 PROMOTION CALENDAR			UPDATED 7/25/97
July	August	September	October
<b>Accrual/Defense Program</b> <b>Start Date</b> _____ <b>End Date</b> _____ 	<b>Accrual/Defense Program</b> <b>Start Date</b> 8/24/97 <b>End Date</b> 9/27/97 WINSTON \$2 Price Plus Program DORAL \$2 Price Plus Program	<b>Accrual/Defense Program</b> <b>Start Date</b> 8/24/97 <b>End Date</b> 9/27/97 WINSTON \$2 Price Plus Program DORAL \$2 Price Plus Program	<b>Accrual/Defense Program</b> <b>Start Date</b> _____ <b>End Date</b> _____ 
<b>Value Added Promotion</b> Temp. Display Approved _____ 	<b>Value Added Promotion</b> Temp. Display Approved _____ 	<b>Value Added Promotion</b> Temp. Display Approved _____ 	<b>Value Added Promotion</b> Temp. Display Approved _____ 
<b>Doral or Forsyth Programs</b> <b>Start Date</b> 7/20/97 <b>End Date</b> 8/23/97 WORTH \$2 Price Plus Program DORAL On Carton Inserts Placed on cartons at Wakefern Warehouse	<b>Doral or Forsyth Programs</b> <b>Start Date</b> 7/20/97 <b>End Date</b> 8/23/97 WORTH \$2 Price Plus Program DORAL On Carton Inserts Placed on cartons at Wakefern Warehouse	<b>Doral or Forsyth Programs</b> <b>Start Date</b> _____ <b>End Date</b> _____ DORAL On Carton Inserts Placed on cartons at Wakefern Warehouse	<b>Doral or Forsyth Programs</b> <b>Start Date</b> _____ <b>End Date</b> _____ DORAL On Carton Inserts Placed on cartons at Wakefern Warehouse
<b>Other Programs</b> <b>Start Date</b> _____ <b>End Date</b> _____ 	<b>Other Programs</b> <b>Start Date</b> _____ <b>End Date</b> _____ 	<b>Other Programs</b> <b>Start Date</b> _____ <b>End Date</b> _____ 	<b>Other Programs</b> <b>Start Date</b> _____ <b>End Date</b> _____ 
<b>Contract Information</b> Varies by Shop Rite Member Store or Group. Retail Accrual Programs should be conducted in all independently owned Shop Rite Stores. All Shop Rite Stores receive the benefit of Price Plus in addition to any independently run Accrual Programs			
<b>Chain Involvement on Specific Program or Promotion</b> Wakefern provides POS for carton sections, advertising Price Plus Program. Stores also make Price Plus signage. See store "sign maker" to have signs made.			
<b>RJR Manager</b> Nick Kuruc <b>Voice Mail #</b> 43778		<b>Retailer</b> _____ <b>Date</b> 7/25/97	

To: Heller, Edmund G., Waechter, Liane, Evanchik, A E., Fricke, R H., McHugh, Michael, James, Douglas, Teeter, Gregory, Dejong, Fred, Richards, M, Van Sickle, R, Mitchell, Greg, Sirianni, Suzanne M., 1110 - Boston ROU(PROVENL), Keeney, David, Smith, Richard A., Brandt, Kevin E., Ferencak, Cynthia L., Gambardella, Mark R., Brown, Greg, Campo, Katherine A., 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICA), Kinney, W H., Klein, John F., 1300 - Philadelphia Region (SWEETD), 1310 - Philadelphia ROU (METZG), Loftin, Jerry R., Nunn, Stephen J., 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), Alese, Louann F., Cobucci, M J., Hasni, Amin S., Taylor, William M., Mcallister, George E., McGavin, Nate J., Roth, Kari L., Chomko, Daniel, Weber, R L., Podnieks, David L., Green, Herbert K.

From: Kuruc, Nick

Posted: 7/25/97 9:53

Opened: 7/25/97 9:53

Subject: Updated Promotional Calendar

ROU Communication to Retail Divisions: Primary Supplier # 425769/Retail Segment SM

See attached 3rd & 4th Quarter Promotional Calendar

Note To Sales Representatives: Please be reminded that the Price Plus Program is in addition to Retail Accrual funds for independent Shop Rites. You can continue to implement your own Retail Accrual Programs in these stores.

If you have any questions regarding this issue please call me at 800-258-7922 or voice mail 43778.

Sales	Retail
1221	1222 20, 21, 24, 25, 26
1222	1223 20, 27, 30
1223	1226 20, 21, 22, 24, 25, 26, 27
1224	1229
1225	ROM
1226	PC SC J6
1229	MC PA
1240	
1244	RSM RBM

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Wakefern Food Corporation - Shop Rite (ROU Access Primary supplier # 425769)			
RJR3rd and 4th Quarter 1997 PROMOTION CALENDAR			UPDATED 7/25/97
July	August	September	October
<b>Accrual/Defense Program</b>	<b>Accrual/Defense Program</b>	<b>Accrual/Defense Program</b>	<b>Accrual/Defense Program</b>
Start Date _____	Start Date <u>8/24/97</u>	Start Date <u>8/24/97</u>	Start Date _____
End Date _____	End Date <u>9/27/97</u>	End Date <u>9/27/97</u>	End Date _____
	WINSTON \$2 Price Plus Program DORAL \$2 Price Plus Program	WINSTON \$2 Price Plus Program DORAL \$2 Price Plus Program	
<b>Value Added Promotion</b>	<b>Value Added Promotion</b>	<b>Value Added Promotion</b>	<b>Value Added Promotion</b>
Temp. Display Approved _____	Temp. Display Approved _____	Temp. Display Approved _____	Temp. Display Approved _____
<b>Doral or Forsyth Programs</b>	<b>Doral or Forsyth Programs</b>	<b>Doral or Forsyth Programs</b>	<b>Doral or Forsyth Programs</b>
Start Date <u>7/20/97</u>	Start Date <u>7/20/97</u>	Start Date _____	Start Date _____
End Date <u>8/23/97</u>	End Date <u>8/23/97</u>	End Date _____	End Date _____
WORTH \$2 Price Plus Program DORAL On Carton Inserts Placed on cartons at Wakefern Warehouse	WORTH \$2 Price Plus Program DORAL On Carton Inserts Placed on cartons at Wakefern Warehouse	DORAL On Carton Inserts Placed on cartons at Wakefern Warehouse	DORAL On Carton Inserts Placed on cartons at Wakefern Warehouse
<b>Other Programs</b>	<b>Other Programs</b>	<b>Other Programs</b>	<b>Other Programs</b>
Start Date _____	Start Date _____	Start Date _____	Start Date _____
End Date _____	End Date _____	End Date _____	End Date _____
<b>Contract Information</b> Varies by Shop Rite Member Store or Group. Retail Accrual Programs should be conducted in all independently owned Shop Rite Stores. All Shop Rite Stores receive the benefit of Price Plus in addition to any independently run Accrual Programs.			
<b>Chain Involvement on Specific Program or Promotion</b> Wakefern provides POS for carton sections, advertising Price Plus Program. Stores also make Price Plus signage. See store "sign maker" to have signs made.			
RJR Manager <u>Nick Kuruc</u> Voice Mail # <u>43778</u>		Retailer _____ Date <u>7/25/97</u>	